



IRMA AND DISTRICT HOME TOWN
NEWSPAPER FOR THE PAST
NINETEEN YEARS

IRMA TIMES

Vol. 19. No. 26, 27, 28.

Irma, Alberta, Friday, January 11th, 1935.

\$2.00 per year in advance; 5c per copy

Minutes of Meeting Buffalo Coulee Municipal Council

Dec. 8, 1934.—Council meeting was held in Saulteaux school with all members present and Reeve Phaehey presiding.

Minutes of meeting of November 10th were read and adopted on motion of Cr. Hetherington.

Monthly statement for November was read by the Secretary and was signed by the Reeve.

Cr. Dew reported an interview by Mrs. R. Gollidge re seizure made for taxes. Cr. Hills moved and carried that seizure be released on payment of balance of 17.25.

Cr. Ramsay carried that seizure be released on the N.W. 26-47-9-4 on payment of arrears, balance to be applied on S.W. 35-47-9-4.

The Reeve reported re the Leeson case, considered unsatisfactory. Cr. Hills carried that Reeve and Secretary be authorized to sign agreement in this connection on behalf of the Municipality.

Cr. Hills carried that Herman Zubert be advised that he must pay the amount of the current taxes on the S.W. 15-49-9-4, before next Council meeting, if said land is still in his possession.

Circulars from the Relief Branch were read, when Cr. Curry carried that T. G. Upshall be given relief order for December for \$10, and Agnes Baldwin one for \$12.

Case of Vivian Baldwin discussed. Cr. Curry moved and carried that University hospital be not paid for hospitalization of this patient.

A letter from Mr. Bruce Wilson re payment of hospital bill of his daughter was read. After some discussion, Cr. Curry carried that matter be tabled to be arranged later.

Leo Colborne attended and asked that he be given a Consolidation agreement on the W. 1/2 33-49-9-4. Cr. Hills carried that he be given an agreement if he will pay \$100 and give security for balance of \$40.

Dr. Connolly of Andrew, Alta., attended and agreed to pay all taxes owing on S.E. 14-48-8-4, to the end of 1934, Council to withdraw all tax recovery procedure to date.

Secretary was instructed to write the Director of Surveys for information regarding diversion through 22-48-7-4.

An agent attended and solicited orders for ropper poison. Cr. Hills carried that 10 cases be ordered at 14.04 per case, to be shipped to B. Dew about March 1, 1935.

Letter read from the D.M.A. refusing to approve of sale of N.W. 6-49-9-4, at price offered.

Correspondence re Mary Kaminski was read. Also a summons to appear in court in Vermilion to show why the M.D. should not pay maintenance charges. Cr. Dew carried that Reeve be appointed to answer summons.

Correspondence re fence cutting, etc. No action.

Secretary to write H. Emsland re payment for auto seized, and to all others where seizures made and no payment received that payment must be made by December 15th.

Accounts presented by Dr. Knapp at last meeting were reviewed. Secretary was instructed on motion of Cr. Ramsay to send a cheque for \$55 as full settlement of J. and Sara Galusha and Geo. Lesson accounts.

Cr. Hills carried that the following relief accounts be written off: A. Goacher 48.94 and George Strachan 308.40. Also that taxes on 38-48-9-4 as follows be cancelled: Mun. 14.45, S. Rev. 4.90, Educ. 10.13, Hospital 10.90, making a total of 40.38.

Cr. Curry carried that statement of account be sent to Mrs. Martha McDowell with cheque for balance enclosed.

Cr. Ramsay moved and carried that a road be made starting at the center of the east side of section 13-48-9-4, running straight west to the Coulee and following around the north bank of same to the road allowance on side of said section.

Manville Sunshower Club made application for a donation from the Council. Cr. Dew carried that no donation be given.

Cr. Dew carried that Div. 5 be given \$100 extra apportionment, same to be deducted from 1935 apportionment.

Cr. Hetherington carried that the following timesheets be paid:
Div. 2, P-2, \$39; Q-2, \$5.25; Div. 4, L-4, \$25; Div. 5, T-5, \$101; U-5,

\$75; Div. 6, L-6, \$43.50.

Secretary was instructed to write Saulteaux School Board re the supplying of a lamp for use at Council meetings.

Secretary was instructed to pay the usual payments to schools on requisitions.

Cr. Hills carried that the depreciation allowance on tools and equipment be the same as last year.

Cr. Dew carried that the following bills be paid:

Councillors' Fees—

George Phaehey \$ 83.00

W. A. Hetherington 81.95

W. D. Ramsay 55.90

Jas. Hills 82.70

Ben Dew 70.70

J. E. Curry 92.80

Geo. Phaehey, Leeson committee 5.00

Jas. Hills, Leeson committee..... 2.00

Arthur. Phaehey, repairs, Div. 2 5.75

A. Huckleton, repairs, Div. 6..... 2.45

Roy W. Hay, salary \$90, Phone 1.12 91.12

Caveats, removal 2.00

Stamps 3.00

Alt. Gazette, Form "C" 1.80

J. J. Eyben, pound expenses..... 7.35

Pound Expenses 7.30

L. J. Jones, work for year 20.00

David Smith, drawing culverts, Division 2 3.50

L. Pongo, repairs, Div. 2 3.50

Atlas Lumber, Wainwright, Division 1 15.75

Maynard Lumber, Manville, Division 4 1.55

Division 5 4.05

Manville Hospital, Sara Galusha 9.00

Mothers Allowance 42.50

Vermilion Hospital, re McDowell 14.00

Dr. Bell, re McDowell 50.00

M. Wener & Son, relief Baldwin 24.00

Alberta San., Leta Wilson..... 10.50

Saulteaux School rent for meetings 24.00

Cr. Currie carried that next meeting be at 11 o'clock a.m. on January 12, 1935.

Cr. Dew carried the adjournment.

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Federal Election Predicted Month of April

Vancouver, Jan. 8.—Indications now point to April as the approximate time for the Dominion election.

The tone of the Prime Minister's costly broadcasts over a national network implies that the campaign has definitely begun.

The whole governmental program is being speeded up. Conservatives are calling their nomination conventions throughout the country.

Ottawa reports that the printing of the voters' lists is being rushed ahead at the full capacity of the printing bureau.

The parliamentary session is to be a short one, according to reports reaching the members getting ready to leave for Ottawa.

It will be all over by the first of April, they have heard.

These rumors and reports are confirmed by the circumstantial evidence.

Sustain Interest
The pitch of intensity with which the Prime Minister has launched his personal radio campaign could not be sustained for more than three or four months without a bad let-down in public interest.

The definite announcement of an unemployment insurance bill for the coming session fits into the picture. One definite enactment and the promise of more to come is generally regarded as sound political strategy for a government party.

The fact of an Empire Conference having been proposed to take place in London at the time of the King's Silver Jubilee in May argues strongly for an election prior to that date.

There has been a wide spread protest against the Bennett Government taking part in such a conference without a fresh mandate from the electorate of Canada.

Any possible advantage gained by Mr. Bennett's sudden conversion to "reformist" policies in domestic matters would be destroyed by the clamor of protest against his assumption of the right to commit Canada to new empire arrangements on the eve of an election.

During the government delegation's absence in the Old Country the opposition would gain enormously in strength.

Political expediency as well as patriotic statesmanship argue strongly for getting the election over prior to the conference.

Shrewd judges of the Bennett temperament anticipate that the Prime Minister's tactics during the coming session will be distinctly provocative to the opposition.

He will probably announce his legislative program early in the session, and, since the major measures indicated are policies to which the Liberals are committed, he will challenge them to obstruct or delay, it is expected.

The slightest slip in tactics by the opposition would be seized upon dramatically as the signal for an instantaneous dissolution.

The constant effort of the government, it is anticipated, will be to catch the opposition off guard and jump to the country on the pretense that the Liberals are opposing some popular reform measure.

If the Liberals do not obstruct the session can be wound up in 2 months easily. If they do obstruct the government will welcome the opportunity to appeal over their heads to the electorate.

Either way the strongly indicated program from an April election is implicated.

W. M. S. MEETING

The December meeting of the Women's Missionary Society was held at the home of Mrs. Osterhout, when the following officers were elected for the year 1935: President, Mrs. A. H. Locke; Vice president, Mrs. Osterhout; Rec. sec., Mrs. Shaw; Cor. sec., Mrs. Macdonald; Treasurer, Mrs. Arnold; Missionary monthly, Mrs. Drupp; Christian stewardship, Mrs. Geeson.

At a special meeting held at the home of Mrs. Arnold the following slate of officers were drawn up: Mission band leader, Mrs. Geeson; Strangers sec., Mrs. Reeds; Baby bands, Mrs. Johnson; Supply work, Mrs. Hutchinson; Temperance work, Mrs. Parker; Literature sec., Mrs. Fletcher; Associate

helpers, Mrs. Osterhout; press sec., Mrs. Carter; Secretary of heralds, Mrs. Reeds. The following heralds were appointed: Korea, Mrs. Hill; Japan, Mrs. Erickson; Africa, Miss Elliott; Canada, Mrs. Carter; Trinidad, Mrs. Shaw. This list of officers will be officially installed at the January meeting.

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SPECIAL NOTICE

Re Early Saturday Night Closing

The attention of all is directed to the fact that all stores will, commencing in January and throughout February and March, close on Saturday night at 7.45 p.m.

W. C. T. U. NOTES

A very enjoyable W.C.T.U. meeting was held at the home of Mrs. N. O. Parke on Thursday, December 27. After the usual order of business had been put through our president introduced a discussion on "Giving our children toy weapons of war as Christmas presents".

The feeling of the meeting was that this would instill into the growing child an unconscious desire and love of war, and make war appear to them as an adventure or something in which they might show themselves to be brave and courageous.

This was followed by a discussion on "Why I am opposed to Cadet training" and again the first reason offered was that it was a training for war—a thing which God abhors. All present voiced the conviction that it is as great a sin to kill people in war as it is to kill them in civil life, and that was a relic of barbarism, and that it does not decide or settle our difficulties.

Mrs. Osterhout then read a resolution passed at the General Council of the United Church at their last session which is as follows: "We believe armed warfare between nations to be contrary to the spirit and teachings of Christ, and would therefore declare ourselves unalterably opposed to all war, and that it is the duty of the church to promote a Christian public opinion in opposition to war, to seek a complete abolition of national armaments and the placing under international control of whatever armed forces may be necessary to protect the world's peace in an emergency with the cultivation of true international conscience; and therefore we all ministers are earnestly requested to promote within their congregations and especially among our youth a sustained effort to understand both the international tensions which menace the world's peace and the responsibility for aiding the development of the international political order, symbolized by the League of Nations, using to this end the material provided by our own and other boards."

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Alberta Savings Certificates

New Interest Rate on Certificates

Issued After Jan. 1, 1935

3% per annum will be paid on certificates redeemable on demand.

4 1/2% per annum will be paid on certificates redeemable in two and three years.

These certificates constitute a direct charge upon all the resources of Alberta and afford a safe and convenient depository for savings at attractive interest rates.

ALBERTA GOVERNMENT SAVINGS BRANCH
TREASURY DEPARTMENT, EDMONTON
HON. J. R. LOVE, Provincial Treasurer

MOTOR VEHICLE LICENSES

Announcing reduction in fees effective January 1, 1935. Reduced fees for lower priced passenger cars will be charged as follows:

Not exceeding 100 inch Wheelbase	\$10.00
Exceeding 100 inch up to 105 inch Wheelbase	\$12.50
Exceeding 105 inch up to 110 inch Wheelbase	\$15.00
Exceeding 110 inch up to 115 inch Wheelbase	\$20.00

The fee on all cars exceeding 115 inch Wheelbase will be the same as in former years.

A reduction of \$1.00 will also be made in the fees for models made eight years previous to January 1 of the current license year, on those cars with Wheelbase of 120 inches or less.

All Fees Due and Payable January 1, 1935
THOSE OPERATING CARS AFTER JANUARY 1, 1935, WITHOUT LICENSES WILL BE LIABLE FOR PROSECUTION

GOVERNMENT OF ALBERTA

HON. R. G. REID, Provincial Secretary. E. THROWBRIDGE, Deputy Prov. Secretary.

HOTEL York
CALGARY
CENTRE STREET 7th AVE.
ALSO OPERATING
HOTEL ST. REGIS
RATES \$1 and \$1.50 - WEEKLY and MONTHLY RATES

LOOK AT IT THIS WAY!

A RETAIL store regards itself as being a public servant. Therefore it is wholly fitting that it should try to be the best and most eager servant possible. A retail store which hides itself from those whom it wants to employ it becomes under-employed, and so its sales decline.

The public inclines in largest numbers toward those stores which seek its attention and custom. It takes the advertising store at its own valuation. It likes to do business with those who manifest eagerness to serve it. It likes to buy at those stores which have to renew their stocks frequently.

Advertising is just communicating news and information about one's store and service. It is a form of talking. It is those who talk who are listened to. Silent stores lose out to stores which carry on conversations—in the form of newspaper advertisements—with those whose custom they want.

Any retailer who wants to get more customers—for the replacement of customers who become lost to him and for the expansion of his business—can surely get them by making his store important in their eyes, and by putting in his advertisements the kind of information which will help buyers come to decisions.

Advertising Peps Up Business

SOCIAL CREDIT PLAN ADVOCATES OPEN BIG DRIVE IN EDMONTON

Aberhart Hopes to Have Candidate in Every Constituency in Province; Crowd Hears Plan to Pay Albertans \$25 Per Month.

Edmonton, Alberta, December 28.—“If we fail in the next year to solve our present difficulties we need not try them any more,” said William Aberhart, during an address at a public meeting held Wednesday night in McDougall church. His subject was Social Credit.

With an attendance of 800, the rally marked the commencement of a campaign to organize study groups in various parts of the city.

“We hope to have a candidate in every constituency in this province at the next provincial election,” stated Mr. Aberhart, who said that a decision would depend upon the results of a straw vote which would be taken in January.

REVOLVING CREDIT FUND
With his plan a revolving fund of credit of \$10,000,000 would be used to pay a “basic dividend” of \$25 per month to every adult in this province, stated Mr. Aberhart. This sum would be paid to all over twenty for the rest of their lives, whether occupied by some other employment or not. It would be for food, clothing and shelter and Mr. Aberhart stated that the dividend would not have to be paid back.

The growing interest in social credit throughout the province was outlined by A. Manning, secretary to Mr. Aberhart. This, he stated, was evinced by the large audience attracted to all the meetings.

REAL SOLUTION
That, when the plan for social credit was really understood, it would be seen as a real solution of present difficulties, declared V. Gobel of Edmonton during a brief address.

The meeting was held under the chairmanship of Rev. C. H. Villett, pastor of McDougall United church. Mr. Aberhart used charts to illustrate the points of his plan, which he stated would insure a continuous flow of credit through a state credit house which would be placed in operation.

Reserves, said Mr. Aberhart, would be built up through levies in the form of an unearned increment tax.

At the outset Mr. Aberhart pointed out the great interest taken in the subject of social credit everywhere it had been discussed or heard of. The present economic situation was responsible for this, as the great interest shown is due to the fact that social credit claims to be a remedy for the present unnecessary suffering and dire privation that is prevalent everywhere.

More than that, social credit is the only remedy proposed. I am satisfied that the people of Edmonton and vicinity know whether such hardships exist.

You know that there are undernourished, under-fed children by the thousands in this province; that there are well-educated, capable women who are miserably clad, some using gunny sacks with which to make clothes.

“You know that there are oldtimers living here who have slaved from early morning to late at night for the last 30 years with nothing to show for it. If it were not for the debt adjustment act, they would be on the road today seeking relief,” he said.

NO PROSPECTS FOR ANYONE
“What prospect have the farmers, the youth, or any of us today? Our primary products and our services have lost their real value to society. We cannot dispose of them, even for the cost of production. There is no market for goods, and no employment for services.

“No wonder, then, that when a remedy so attractive and so efficient as social credit is presented, there is interest in every place.

“It behooves us, in an investigation of this kind, to get into our minds clearly what a true remedy is. I take it that a remedy, to be called such, must remove or destroy the cause of the trouble. Simply treating symptoms will get us nowhere and therefore provides no permanent relief. There is little value in rubbing liniment on your rheumatic knee if the trouble is a sac of poisonous pus at the root of a tooth.

DISTRIBUTION IS TROUBLE

“One of the first facts that strikes you in the face as you begin to investigate this problem of today, and as you behold the enormous surplus of goods piled up high in storehouses, stored up in warehouses, granaries, and elevators, is that the source of your trouble is not to be found in the production end of the system. The inventive genius of mankind has harnessed solar energy and created

machinery that can easily supply the human race with all the goods and services they desire.

“Any proposal, therefore, that applies to the production end, is wasteful and unnecessary.

“Furthermore, you will soon find, as you continue your search for the cause of the trouble, that it is not to be found in the consumption end of the system. Our people need the goods and services and can consume them as much as they ever did or could. The fault is not in the people's capacity to consume.

“Then why do you have all this abundance and plenty while our people suffer privation and want? The trouble actually lies in the distribution of goods and services.

“What do I mean? Have we not railroads and trains, buses and boats enough? Have we not stores and distributing points? Have our transport and communication lines failed? Oh, no, the actual trouble lies in the lack of purchasing power in the hands of the consumers.

CONSUMERS LACKING

“The mighty, modern efficiency machinery has removed the burden from the backs of mankind, but has left them without purchasing power to obtain the goods made by the machines which they have invented. The goods and the services are available. The people really want them. But the consumers generally have not the wherewithal with which to purchase.

“Thus the retail storekeeper finds he cannot sell his goods, and he is in difficulty to meet his payments and overhead charges. The wholesaler finds his warehouse packed with a surplus that he cannot dispose of, and he cannot collect from the retailer. The manufacturer and producer must therefore cease operations and dismiss the employees. Hence the country has to face the increasing problem of unemployment and relief.

“These are all symptoms of the real trouble, viz., lack of purchasing power in the hands of the consumers. “A quick remedy, I designate as one which acts upon the symptom but does not reach the cause of the trouble.

“Some of these are most ridiculous. For example, it has been suggested that we scrap all machines and go back to the days of scarcity. This will provide work for all even though our standard of living would be much lowered.

Two main proposals have the ear of the public today:

(1) We are told that the solution must be found with the surplus or abundance of goods that we have. We must do one or all of these things:

CURTIAL PRODUCTION

(a) We must curtail production. Put a quota on wheat, beef, pigs, etc. This will keep the prices up and the distributors and producers will get more for their goods. The inquiring mind, however, asks, to whom will they sell? The consumers have not the purchasing power to buy goods even now, much less when the price is increased.

(b) We must export our surplus. “Blast” our way into the markets of the world. But what good will that do us? These countries will not be able to pay unless they can sell us their goods. Thus the volume of goods will not be decreased. If we put a tariff against foreign goods, the result will be higher prices again, and the increase in purchasing power will not be adequately nor proportionately as great as the price rise.

(c) The final suggestion is that of sabotage. We shall willfully destroy the fruit, the fish, the flour, while children cry for food. It will keep the prices up. I know of no greater, more diabolical or more vicious crime.

Again the investigator wants to know: “Who will pay for the destroyed goods? and how can the consumers buy at the increased prices, when they have not the purchasing power to buy at the lower rate?”

These are quick remedies. They do not get to grips with the real cause of the trouble.

SECOND PROPOSAL

(2) The more popular proposal. The more popular proposal under this heading is that of providing purchasing power by means of elaborate schemes of public works. This claims superiority because it increases purchasing power without increasing the amount of consumable goods. But two difficulties stand in the way.

(a) The first is that of machinery. If we allow the use of modern machinery, the amount of human labor required would be such a small factor in the process that very little relief would be given, while at the same time producing an immense obligation of debt for which taxes would

have to be collected. This leads to our second difficulty.

(b) The second is that of finance. The introduction of an elaborate scheme of public works would involve the borrowing of huge sums of money. The reply usually given to this is that the government can make and issue its own money to whatever amount it deems wise.

Sometimes we neglect to follow up what would happen to this money. If it is used to pay debts, it will soon be in the hands of the money lenders and will not solve the problem. Thus the government must invent some plan of recovering this money. If they do not recover it, it will ultimately be used to purchase foreign goods or foreign bonds, and thus create a foreign debt for the government which will hinder the credit of the country and decrease the value of the money.

If the heart with only two quarts of blood can pump 135 gallons per hour, the state with \$10,000,000 credit should be quite easily able to distribute from \$120,000,000 to \$160,000,000 worth of goods and services. This would provide every one of the 400,000 adult bona fide citizens in the province with the bare necessities of food, clothing and shelter during the year.

MAKE THEM SPEND

To keep this flow of credit properly directed and controlled, there might need to be a compulsory spending clause in the act, requiring that all saving or hoarding should be done by purchasing Alberta bonds.

There is but one other question that we will ask: Where will this \$10,000,000 credit come from? It will come from levy included in the just price of goods, much the same as the gasoline tax is secured today.

ANSWERS OBJECTIONS

Following this general outline of the application of social credit to Alberta, Mr. Aberhart took up the various objections to it.

(1) It can't be done: This he characterized as a strange objection. We have an act upon our statute books, requiring that horses, cows, sheep, dogs, etc., must be fed and cared for, but is claimed out of reason to pass an act that our wives and children must be provided for.

The dominion year book says the wealth of Alberta is \$2,406,000,000. She is the second wealthiest province per capita in the whole dominion. If Alberta cannot look after her citizens, what will Nova Scotia and New Brunswick do?

EACH TO GET \$25

“If we can make our wealth produce 10 per cent, that would give us a yearly production of \$240,600,000. This would give every man, woman and child \$25 per month, and still have \$40,000,000 to distribute to those who wish to pay income tax. Why does anyone say it cannot be done.

DEPENDS ON CONSUMERS

The value of goods generally is largely dependent upon the number of consumers associated together in the vicinity. A coal mine in the midst of an uninhabited land would not be very valuable. Place that coal mine within easy reach of 70,000 people and its value is enhanced at once many times.

“There is therefore an unearned increment of association involved in the

SOCIAL CREDIT

Social Credit will no doubt be one of the questions discussed in the next provincial election due this year. The provincial Liberal party has this paragraph in their platform in regard to Social Credit:

“The Liberal party pledges itself when returned to power to employ three of the most expert Social Credit Advocates to carry on a full and complete investigation into the proposed schemes of Social Credit and to evolve and submit a plan of Social Credit for the province, which the Liberal party pledges itself to submit to the legislature for its consideration.”

VICTORIA—CANADA'S EVERGREEN PLAYGROUND—VANCOUVER

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VANCOUVER—VICTORIA
NEW WESTMINSTER
DAILY TO FEBRUARY 28
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VANCOUVER—CANADA'S EVERGREEN PLAYGROUND—VICTORIA

just price of every product or import into any state or province. This we might call the cultural heritage. Up to the present, this cultural heritage has been almost entirely stolen from the citizens.

Under social credit we would monetize or evaluate this cultural heritage in the form of basic monthly dividends. This is but fair and equitable. Our citizens must not be allowed to suffer as now.

(3) The federal government will not allow it.

FOLLY OF OBJECTION

The folly of this objection is shown in the fact that we have already introduced the principle in a haphazard, unsatisfactory way in the province, in the form of our unearned increment tax on gasoline, coal, lumber, etc.

The federal government has not protested against these, because it is out of their constitutional right to do so. The objection therefore is not well-founded.

WON'T DESTROY MORALE

(4) It would destroy the morale of the people to get dividends.

There are people receiving dividends in Alberta now, and it hasn't destroyed their morale so far. In fact they are keenly seeking other fields from which to get more dividends. The claim is ridiculous.

QUESTIONS ANSWERED

Following his address, Mr. Aberhart was subjected to a barrage of questions.

“What would be the effect on gold mining?” he was asked.

“Money would not be interfered with. The price of gold would not be affected,” Mr. Aberhart answered.

“How could you pay the farmer 60 cents a bushel for the wheat if the world price was 55 cents?”

“The farmer would get his 60 cents, which would include a five-cent subsidy. That would be charged back later in unearned increment on imported goods,” Mr. Aberhart replied.

“What about our provincial debts?” asked another.

Mr. Aberhart—“Our provincial debt, I believe, amounts to \$146,000,000. As there is \$200,000,000 in savings accounts in this province, we could sell \$150,000,000 in bonds to our people and liquidate the debt. Then the people would do business with the province instead of with the banks.

NOTHING COMPULSORY

“Would you make it compulsory?”

“There is nothing compulsory about social credit,” Mr. Aberhart answered.

“What would happen if a man didn't spend all his basic dividends?”

“He would not get any more.”

“How about a person who wanted money to send out of the province?”

“If money or a money order were needed, that could be obtained from the state credit house.”

“What about the man whose income is obtained from practicing a profession?”

“There would be a just wage set, just as just price would be set for goods,” Mr. Aberhart replied.

THE FAMILY

The family was seated at the table with a guest who was a business acquaintance of Dad's, all ready to enjoy the meal, when the five-year-old son blurted out: “Why, mother, this is roast beef!”

“Yes,” answered the mother, “What is it?”

“Well, Pop said this morning that he was going to bring a big fish home for dinner tonight.”

Watch Your Seed Oats this Spring

Calgary, Dec. 31.—Statements emanating from the seed branch, Dominion Department of Agriculture, have already drawn attention to the fact that officials of the branch felt grave doubts as to the suitability of many oats grown this season in Alberta for seed. These warnings were issued with a view to encouraging farmers to test the germination of their intended seed supply and to make early provision for its replacement if it proved to be unsatisfactory.

During the months of October and November a careful survey of the situation was conducted by the branch and a large number of representative samples was collected for testing. Data now available as a result of these tests bear out the advisability of the earlier warnings of likely frost damage.

Province Wide Test

On this survey a total of nearly 1200 samples was secured and tested for germination. Results of these tests show that over parts of the province serious damage has resulted from frosts and that the oats from many districts are lacking in vital strength. For the purpose of making the results obtained of practical use to growers, the samples have been grouped as coming from three areas in the province.

Peace River Hit

The condition revealed by testing 386 samples from the Peace River district, which is intended to include all west of Lesser Slave lake, was even worse than that shown above. Only 58 per cent showed germination suitable for grade number two or better. The remaining 41 per cent were equally divided between the grade number three and rejected classifications.

In addition to being of relatively poor vitality, the oats from the two northern districts and especially those from the Peace River showed high moisture content. A very large proportion of these oats was tough or damp and had to be artificially dried before being germinated. This high moisture content may prove to be a problem as far as farm storage is concerned, especially if the oats are held in large lots until mild spring weather occurs.

Registration of Pistols and Revolvers

Certificates of Registration has now been obtained at the R.C.M. Police Detachment at Viking for Registration of Pistols and Revolvers. All Pistols and Revolvers must now be registered in compliance with the New Act passed dealing with said weapons.

Signatures of the owners of Pistols and Revolvers are required on the certificate of registration. These are supplied in triplicate of which the original is retained by the owner of such weapon who signs his name on the space provided. Manufacturer's name, Calibre and Serial Number and other identifications on the revolver and pistol are required on Certificate of Registration. "Do not confuse parts number with serial number." A Registration Certificate is not an authority to carry any firearms of any description. A separate permit is required to carry revolvers or pistols, which may be obtained by the proper persons authorized. An alien must have a permit in Form 76 in any case.

When any pistol or revolver is re-sold, given away or in any other manner changes ownership, it must be re-registered in the new owner's name. This does not permit the owner to sell or give weapons to aliens without the necessity of first obtaining a permit as provided for by the Act.

The following is a quotation of the New Act in force:

Registration of Pistols and Revolvers—Section 121A of Section 3, Chapter 47, Statutes of Canada, 1934, reads as follows:

(1) Notwithstanding anything contained in any section of this Act relating to the issue of licenses for Pistols and Revolvers, every one is guilty of an offence and liable on summary conviction to a fine not exceeding fifty dollars or to imprisonment for a period not exceeding thirty days, or to both fine and imprisonment, who has in his possession a Pistol or Revolver without having registered the same as provided.

"How did you enjoy Christmas?" asked one citizen of another on the street here yesterday. "Well, it was quite a tussle. You see my wife was trying to get a silver fox around her neck while I was trying to keep the wolf from the door," was the reply.

New Ford Cars are Announced

The new Ford V-8 for 1935, presenting a new conception of beauty and comfort in the modern automobile, was announced today by A. C. Carbol, local Ford dealer.

Most striking feature of the new car is body lines which are distinctively modern and a definite departure from any previous Ford design.

The new car also embodies a combination of major engineering developments aimed at increased riding comfort—which has been called the "centre-poise" ride.

Numerous improvements in chassis design to provide increased ease of control are also included.

Two important improvements have been made in the Ford V-8 engine, of which more than 1,300,000 are now on the road.

In addition Ford has developed a new type of body—the touring sedan, with unusually sleek lines, and embodying a fitted rear trunk compartment integral with the body.

In appearance, the new cars are characterized by a freshness of conception utilizing flowing curves to carry out the modern motif, plus a new treatment of interior and appointments which sound an entirely new note in Ford body styling.

The engineering advances in engine and chassis are comparable in importance. Principal among these is the new "ride" effected by the new spring suspension system, proper car weight balance and passenger weight distribution and the location of the passengers closer to the centre of the car—so that they ride between the wheels.

To accomplish this, the front spring, which had been lengthened, is located more than four inches in front of the front axle and the engine is moved forward more than eight inches so that its weight rests over the front axle. Front and rear springs have been made more flexible. Added chassis room available as a result of the front end improvements permits redistribution of the passenger weight now concentrated between the wheels so that the weight on the two axles is approximately equalized, giving rear seat passengers the comfort of a "front seat" ride.

Key to the changes made in outward design is found in the re-location of the front spring and engine. This has permitted moving the body forward so that passengers ride between axles, and the development of rear quarter panel treatment along flowing lines. The car is approximately eight inches longer from bumper to bumper.

Bodies are materially wider. Slanting vertical louvers with horizontal stainless steel heading are combined to form an attractive hoodside adornment. The radiator ornament is fixed in position, the radiator filler cap being under the hood. Wheels are smaller, tires larger.

Interiors are roomier, with wide seats—front and rear. Span of the front seats has been increased up to 5½ inches, providing room without crowding for three persons in bodies with full-width seats. Driver's seat in all closed cars is adjustable.

Engine improvements include: Addition of a new system of direct-flow crankcase and valve chamber. Dilution of the oil by unburned gasoline is reduced. The continuous flow of air also exerts a cooling effect which tends to lengthen oil life and minimize engine wear.

Use of aircraft copper-lead floating connecting rod bearings similar to those used in high speed racing car and airplane engines where reliability under the most severe operating conditions is of paramount importance.

Addition major chassis improvements include:

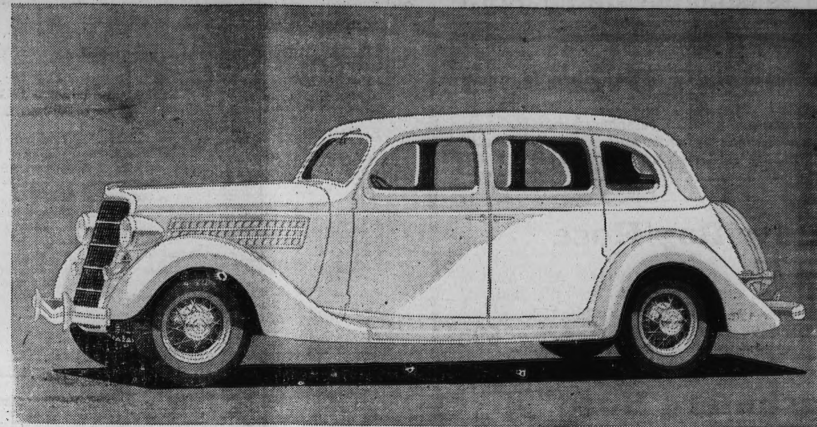
Newly designed, internal expanding mechanical type brakes, intended to give more effective braking control—with less pedal pressure—and embracing a new "floating wedge" as part of the design. This aids in equalizing pressure upon brake shoes and in turn upon the drums. Additional drum ribs give a 40 per cent increase in cooling effect.

A new clutch of simplified design requiring less pedal pressure at starting and gear-changing speed and with much softer action. At higher speeds the pressure is increased by centrifugal weight action to increase the power transmitting capacity of the clutch.

New, stronger, more rigid frame, heavier front and rear radius rods, wider rear wheel tread and a strengthened rear axle.

Eleven body types are listed. The following are available with de luxe equipment: Phaeton, roadster, 5-window coupe, cabriolet, Tudor sedan, Fordor sedan, Tudor touring sedan, Fordor touring sedan. The roadster and cabriolet are fitted with rumble seats.

FORD V-8 FOR 1935



The New Ford V-8 for 1935 is the biggest and roomiest Ford car ever built. It is a strikingly handsome car, with modern lines and new, luxurious appointments.

But most important of all it is especially designed to give you smooth, easy riding over all kinds of roads—"a front-seat ride for back-seat riders."

This ease of riding is achieved by the use of three basic principles never before combined in a low-price car.

1. Correct distribution of car weight by moving engine and body forward eight and a half inches.
2. New location of seats by which the rear seat is moved forward, toward the centre of the car away from the rear axle and away from the bumps.
3. New spring suspension which permits the use of longer, more flexible springs and increases the springbase to 123 inches.

BE SURE TO SEE THE NEW FORD V-8 1½-TON AND 2-TON HEAVY-DUTY TRUCKS . . . AND THE NEW COMMERCIAL CARS

A New Ford V-8 That Brings New Beauty, New Safety, and a New Kind of Riding Comfort Within Reach of Millions of People

The result is Centre-Poise—which not only gives you a new riding comfort but adds to the stability of the car and its ease of handling. You can take curves from seven to eight miles faster with perfect safety.

There are many new features in the Ford V-8 for 1935 which make the car still easier to drive. New brakes give more power for stopping quickly with far less foot pressure on the pedal. A new type of easy-pressure clutch employs centrifugal force to increase efficiency at higher speeds. New steering mechanism makes the car still easier to handle.

The New Ford V-8 for 1935 retains the V-8 engine which has demonstrated its

dependability and economy in the service of over a million owners. There are refinements, but no change in basic design. You buy premium performance when you buy this Ford V-8—full 90 horsepower and 85 miles an hour.

We invite you to see this New Ford V-8 at the showrooms of Ford dealers. You will want to ride in it—to drive it yourself. You will find it a new experience in motoring.

Ford V-8 Prices Are Low

11 BODY TYPES—Coupe (5 windows), \$645; Tudor Sedan, \$695; Fordor Sedan, \$750; DE LUXE—Roadster (with rumble seat), \$715; Coupe (3 windows), \$720; Phaeton, \$725; Tudor Sedan, \$730; Cabriolet (with rumble seat), \$815; Fordor Sedan, \$810. TOURING SEDANS, with built-in trunk—Tudor Touring Sedan, \$750; Fordor Touring Sedan, \$830.

(F. O. B. East Windsor, Ontario. Bumpers, spare tire and taxes extra. Small down payment. Convenient terms.)

POLITICAL PROFESSORS

The tempest in the political pot the past few days was the announcement by the University board of directors that professors holding positions in the university cannot accept nomination as candidates for any political party or group. If they wish to become candidates they must resign their positions. A great deal of hub-bub was caused by this announcement in the press of the province, also by some of the professors about to throw their hats into the political ring.

I agree with the University authorities. A teacher in the University is paid out of public funds to teach the students. How can a professor or teacher give his best attention to his duties and at the same time direct a political campaign? The whole province is taxed for the upkeep of the University. If the University is going to be made a home for paid political aspirants why not give all the candidates a job in that institution? Postmasters have to resign their positions if they want to take a chance in the political arena. Civil servants are barred from political activities. During the recent Ontario elections several preachers resigned their pastorates and left their pulpits for the political platform to save the country instead of souls—and failed to make the grade. The ruling of the University board is one that all political parties should well agree upon.

PRODUCT OF DEPRESSION

The saddest tragedy of all in this depression is that of the young men and women entering on adult life with absolutely no prospect of a career, or even a job. Hundreds of young Canadians reach adult life every month, and when they seek work they are informed there is no job for them. No wonder you hear of so much robbery and crime all over the country. Hungry men and women must have food, shelter and clothing whether they have a job or not. Herding young men into camps may be all right for a time, but it cannot be a permanent remedy. These young men are going to demand a definite opportunity to make something of themselves in life, and if not given that opportunity in this land of plenty, will rise up and demand a better deal—or know the reason why.

REDUCTION OF AUTO LICENSES

The reduction of auto licenses by the government, especially on the smaller cars, was a step in the right direction. But they did not go far enough. I believe that auto licenses should be reduced to \$5.00 regardless of size or wheel base of the car. The larger the car the more gasoline it consumes, and now that the gasoline tax has been raised to 7c (the second highest in the dominion) car owners will eventually pay for the cut in the license fee. While the government may argue that the maritime provinces have a gas tax of 8c per gallon, it must be remembered that Albertans pay from 8c to 10c more per gallon than the Easterners, a condition also that should occupy the attention of the provincial government, especially when there is a producing gas and oil field, and several potential fields, right in the province.

There is no doubt but that a high gas tax has some effect on tourist trade. It is problematical whether the raising of the gas tax will have the effect the government desires, that of producing more revenue. Results of a survey made in the United States by the American Petroleum Institute indicates that in all States where gas taxes have been raised since 1931 there has been a decline in gasoline consumption and a subsequent decline in revenues collected. I think that a gas tax is a fair one but it should be kept low enough so as not to drive business away from the province and defeat its own purpose.

New Year's resolution: Say a good word for somebody every day.

For 54 Years...

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Quality Goods

Special Prices on Seasonable Merchandise

Women's Overshoes

First quality women's Overshoes, 2 snap fasteners. Brown or black, medium and low heel. Smaller sizes mostly sold regularly up to 2.75. **1.89**
On sale at

Snow Boy Hose

A special bargain in these warm Alberta made hose. Pure worsted wool yarns, 4 ply heel and toe. Make the kiddies comfortable with these warm durable hose for the rest of the winter. Regular up to 95c pair. Specially priced.... **69c**

Cashmere Hose For Misses'

Wearwell brand celebrated cashmere hose. 4 ply hile reinforced heel and toe. Brown shades, plain knit, shaped legs. Sizes 7 to 8½. **45c**
Special, per pair

Silk and Wool Hose For Children

Silk plaited on wool hose in children's sizes. Plain knit, shaped legs. Good dark shades. Splendid value, in sizes 6, 6½, 7, 7½ only. **29c**
Special, per pair

REMNANTS

Last ends from our stock of prints, broadcloth, voile, flannelette, all at special cleaning up prices.

Grocery Specials

JAM—Pure Empress Strawberry and Red Currant Jelly, glass jars **39c**

HOME MADE MARMALADE—Mrs. Esmon's home made style, 4lb tins **59c**

PEANUT BUTTER—Fine quality pure nut butter, Gem jars **45c**

SOUP—Crosse & Blackwell, Chicken with rice. 3 tins for **25c**

PRUNES—Choice California prunes, medium size. 4 lbs for **47c**

FANCY PRUNES—The best in prunes. 5 lb. box, 20-30 fancy prunes **89c**

PEACHES—Choice evaporated Peaches, 2 lbs. for **37c**

COOKING FIGS—Choice Smyrna Figs, 4 lbs. for **49c**

QUAKER CRACKLES—This choice breakfast food, 3 pkgs.... **29c**

PURE TOMATO JUICE—Crosse & Blackwell, 10½ oz., 4 tins **27c**

Borden's Chocolate Malted Milk—Full 1 lb. tins of this nourishing drink **39c**

J. C. McFarland Co.

IRMA

ALBERTA

Main Street

Mr. O. Vinjerud spent Christmas at the home of A. Haugen.

Owing to bad roads the Edmonton-Macklin bus has been withdrawn.

Mr. Fred Challies left Saturday evening, January 5th, for a 2 month holiday in Ontario.

Two league hockey games between Irma and Viking on December 27 and 29 were postponed on account of the severe weather.

We had a very welcome change in temperature last Wednesday after the prolonged cold spell which set in before Christmas.

Mrs. M. A. Flewelling, Miss Alice Flewelling and Mrs. Tate and family spent Christmas with relatives in Wainwright.

A baby girl was born to Mr. and Mrs. Wm. Doptson on Sunday, January 6th, and died on the following day.

Mrs. M. McMillan was elected trustee at the annual meeting of the Alma Mater school district held on January 5th, in place of Mrs. R. Williamson.

The annual New Year's eve dance put on by the Irma Oddfellows in Kiefer's hall drew a good sized crowd as usual, everyone apparently having a real good time.

Mr. and Mrs. P. J. Hardy, of Edmonton, motored to Irma on December 20 to spend the holiday season with the latter's mother, Mrs. A. Hill, and brother, Mr. F. M. Hill.

Mr. and Mrs. Walker and son of Onoway, Alberta, arrived on December 22nd to spend Christmas with Mrs. Walker's parents, Mr. and Mrs. T. Ellwood of the Albert district.

E. W. Carter, Irma, has a full stock of car and truck license plates on hand for 1935. A reduction in the license fee for some cars has been made.

Mr. E. P. Beacock has moved the flour warehouse at the rear of his restaurant down to the rink grounds where he will serve hot lunches during hockey games.

The annual meeting of the village council will be held on the evening of January 25th, this year, which is somewhat earlier than under the old Village Act.

A friendly game of hockey was played in Wainwright on New Year's day between the Irma and Wainwright teams. The result was a win for Irma with a score of 6-4.

Miss Pearl Fisk spent the Christmas and New Year holidays at Vermilion and Edmonton. Her sister Vivian filled her position at the Beacock home during her absence.

The annual meeting of the Irma public school will be held on Wednesday, January 23rd, at 7 p.m., while the annual high school meeting will be held on Saturday afternoon, January 26th.

The Irma public school got away to a good start again on January 2nd. Mr. and Mrs. A. E. Foxwell and daughter Joyce motored to Edmonton for Christmas, returning on December 27th.

Mr. R. Selsted was elected trustee on the Ross school board at the annual meeting on January 5th in place of Mr. John Watson, retired. It was decided to hold another big dance in the school house on January 18th.

Rev. J. R. Geeson attended a committee meeting of the Home Mission Board in Calgary on January 5th. On account of the roads being drifted badly in places the services at the country points have been called off temporarily.

The Times publishers wish to state that we do not publish unsigned communications or anonymous letters. Those sending in contributions should sign same, so that we know whether they are genuine or not.

The Irma United church, Sunday school held a social afternoon in the church on December 28th, some playing games and some going skating on the rink, after which they all met in the basement of the church where a bountiful supper had been provided for all.

The Irma school board held their regular January meeting last Monday evening when an auditor was appointed and the date set for the annual meeting. This year the annual meeting will be held in the evening commencing at 7 o'clock so as to enable the business people of the village to attend.

Mrs. N. S. Johnson arrived home from the hospital on Christmas eve, after having undergone a serious appendix operation in the Royal Alexandra hospital, Edmonton.

Mr. and Mrs. Thos. Marsden and sons Tommie and Billie motored to Wetaskiwin and spent Christmas with relatives.

The local stores will close on Saturday night in future at 7.45 o'clock. The store keepers are taking this step owing to the fact that in the winter months there is little business after this hour on Saturday nights and by closing early will reduce the expense of the light bill, which largely accrues during the long Saturday night.

The last day of the old year was a beautiful day, considerably warmer than it was several days previous and every one was in a jolly mood as they prepared to watch the old year out and the new year in.

The Avonleigh community club held another successful card party on Friday, January 4th, when prizes were won by Mrs. Joe Valle ladies' 1st, E. Haun ladies' consolation, Gents' 1st H. Hudson, consolation Roy Scott. Lunch was served at midnight after which dancing was enjoyed till the wee sma' hours. Mrs. Prothers kindly furnished the music, accompanied by Mrs. New. The next whist drive will be held on Friday evening, January 17th. Wm. Lawson and Mr. and Mrs. Hudson are the committee in charge.

A regular meeting of the Irma W. I. was held at the home of Mrs. Yeend on January 3rd. On account of the severe weather the attendance was rather small. The hostesses, Mrs. Cole and Mrs. Thurston, served a delightful lunch. This winter the Institute has supplied clothing to needy families and at present are making some quilts for those short of bedding. At the annual meeting held last month Mrs. Weber was elected secretary for the year, while Mrs. Cole remains the president and Mrs. R. Larson treasurer, elected in the place of Mrs. Schonert.

VITAL STATISTICS

Chas. Wilbraham, divisional registrar of vital statistics, Irma, reports for the year ending December 31, 1934, registrations as follows:
Births, 32; marriages 7; deaths 8.

NOTICE

On Monday afternoon, January 14, at 2 o'clock, the Irma Social Credit Study Group will hold a study meeting, in Hedley's hall. All members are requested to be present. A cordial invitation to attend is extended to all those interested in Social Credit.

OLD-TIMERS TO RALLY JANUARY 17

Buffalo meat, roast turkey and other favorite dishes of the good old days will be combined with square dances, Red River jigs and barn dances, when the Northern Alberta Pioneers and Old-Timers' Association holds its annual round-up and banquet at the Macdonald hotel on Thursday, January 17.

Irma Times

Published Every Friday by the Times Publishers, Irma, Alberta.
E. W. CARTER, Local Editor
ADVERTISING RATES
Want Ads, per insertion..... 25c
Stray or Strayed, 3 issues for..... \$1.00
Card of Thanks 50c
In Memoriam 50c
Local advertising, per line..... 5c

Prize Winners of the Irma Rexall Doll Contest

GIRLS—

1. Jean Larson.
2. Lilly Inklin.
3. Doris Knowles.
4. Edna Arnold.
5. Vera Simmerman.
6. Kathleen Jones.
7. Eleanor Currie.
8. Sylvia Fenton.
9. Olive Thurston.
10. Margaret Steele.
11. Sheila Bishop.
12. Charlette Milne.

BOYS—

1. Orville Lovig.
2. Leo Wilse.
3. Allen Rae.
4. Jackie Simmons.
5. Cliff Jones.
6. Thomas Armitage.

For Job Printing see E. W. Carter

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The first banker for the Government of Canada.

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